

METHODS FOR E-COUPON EXTENSIONABSTRACT OF THE DISCLOSURE

- 5 A method for redeeming e-coupons beyond their expiration. The method comprises:  
maintaining an e-coupon database that comprises an e-coupon identifier, an e-coupon  
expiration condition such as an expiration date, and a post-expiration instruction;  
receiving a request to redeem the e-coupon associated with the e-coupon identifier  
when the e-coupon is expired; and executing the post-expiration instruction associated  
10 with the e-coupon identifier. Preferably, the request to redeem an e-coupon is  
received from a consumer using a graphical user interface. A preferred post-  
expiration instruction is selected from the group consisting of rejecting the e-coupon,  
fully redeeming the e-coupon, partially redeeming the e-coupon, issuing an alternative  
e-coupon for the same product or a substitute product, and combinations thereof.